

TULANE ALUMNI ASSOCIATION
Regular Meeting of the Board of Directors
Minutes
Saturday April 10, 2010

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order at the Lavin- Bernick Center, New Orleans, LA at 9:00 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present:

Suzanne Valtierra – President; Dan O’Connor – President-Elect; Michelle Rinehart – Vice President

The following Officers were absent:

Sharon Bourgeois – Secretary/Treasurer; St. Paul Bourgeois – Immediate Past President; Tom Hopkins – Representative to the Board of Tulane

The following Directors were present:

Jamie Biben – Tulane Clubs; Allison Cannizaro – Newcomb-Tulane College; John Dimos- Clubs; Evan Herman – Tulane Clubs; Alex Hernandez – Tulane Clubs; Lori Hoepner – Member-at- Large; Rebecca Jeanes – Architecture; Mark Johnson – Tulane Clubs; Don Kim – Member-at-Large; Jini Koh – Tulane Clubs; Michael Lockhart- Tulane Clubs; Rusty Pickering – Tulane Clubs; Philip Scheps – Tulane Clubs; Carol Squarcy Showley – Tulane Clubs

The following Directors were absent:

Rob Alexander- Business; Ed DeSocio- Public Health; Joe Ettinger- Tulane Clubs; James Garner- Law School; Michael Kearney – Continuing Studies; Thomas Lee – Science & Engineering; George Pankey – Medicine; Dorothy Reese- Social Work; Rod Russell – Tulane Clubs;

Also present were the following Committee and Task Force Chairs:

Don Kim – Awards; Rusty Pickering– Clubs; Evan Herman- Communications and Marketing; Theresa Schieber – Programming; Carol Showley – Student Outreach; Allison Cannizaro- Athletics

The following Committee and Task Force Chairs were absent:

Sharon Bourgeois- Finance; St. Paul Bourgeois – Nominating; Asher McInerny- Communications/Marketing; Rod Russell- Clubs; Phil Scheps – Community Outreach

The following Club Leaders and representatives were present:

Larry Connelley, Little Rock, AK; Joe Davenport, Gulf Coast; Jared Finegold; Bob Freeland, New Orleans, LA; Ryan Gatchell, South Mississippi; Mary Lynn Hyde, San Diego, CA; Andy Hyson, Washington, DC; Steve Preston, Little Rock, AK; Aimee

Richardson, Washington, DC; Kathryn Roman, Atlanta, GA; April Walker, Sputh Mississippi; Davil Zalkind, Los Angeles, CA; Ruth Zarren, St. Louis, MO

Also present were the following past presidents:

Steve Slattery and Charlotte Travieso

Also present were Tulane staff members:

Gaby Cannon, Luann Dozier, Hillary Green, Terrence Jones, Yvette Jones, Ashley Perkins, Vincent Rossmeier, Charlotte Travieso and Chloe Wicks

Suzanne Valtierra, President, presided and Hillary Green, Sr. Program Coordinator for Operations for Alumni Affairs recorded the proceedings of the meeting.

General introductions and announcements were made. Minutes of the last meeting were approved.

Charlotte Travieso, Director, Alumni Affairs

- Welcome everyone
- Contents of packet
- Commend Suzanne Valtierra on a job well done on her report to the Tulane Board
- Alumni print directory is finished
- Student outreach programs
- Adding more Facebook and Linked in pages
- Working with Charles Lovell, Director of the Newcomb Art Gallery to set up a place at the Art Gallery for alums to pick up an alumni card and sign up for the listserv
- Awards Celebration
- Homecoming is October 9, 2010
- Wave 10

Yvette Jones, University Update

FY 2010 Gift Summary

Donors are up 2% over same time last year.

- FY 2010 Goal 17,000
- Actual as of 3/31 10,924

New Gifts and Pledges are up 35% over same time last year

- FY 2010 Goal \$50,000,000
- Actual as of 3/31 \$44,604,117

Tulane Fund Gifts are down 15% from same time last year

- FY 2010 Goal \$10,000,000

- Actual as of 3/31 \$5,029,405

Rebuilding of Development and Alumni Affairs Operations

Update on Staffing Plans:

- Phase I – FY 2010 and FY 2011
- 10 new employees since September 1, 2009
- 16 new or replacement positions currently in active searches
- 3 new searches to begin by June 30th

Major searches completed:

- Associate Vice President for School-Based Giving
(*Chris Dyba*)
- Senior Director of Development, Business
(*Meriel Hughes*)
- Senior Director of Development, Liberal Arts
(*Daniel Bozard*)
- School of Medicine Annual Fund Director
(*Julie LeFebvre*)

Major searches underway:

- Vice President for Leadership Gifts
- Vice President for Development, School of Medicine
- Senior Director of Development, Law
- Senior Director of Development, Newcomb-Tulane College
- Senior Development Officer, Athletics
- Business School Annual Fund Director
- Director of Corporate Relations, SOM/SSE
- Tulane Fund Reunion Coordinator

Improvements in IT & Data Systems underway:

- Completed recoding alumni and giving records to reflect new university organization
- Completed Annual Fund data mining and targeted analysis projects
- Implemented Reeher Dashboard for Major Gifts and Annual Fund Raising; imported resulting wealth indices and predictive modeling scores
- Purchased updated email, address, and phone information; updating monthly
- Scheduled Millennium upgrade (April 9)

- Selected Sunguard Advance to replace Millennium; contract being finalized; staffing and implementation plans in progress
- Working to synchronize Millennium with the alumni online community
- Considering new comprehensive social media and online community technologies

Background on Alumni Affairs and Development Task Force

Today, Development and AA are two separate entities that operate independently

Tulane University is currently in the process of reviewing, restructuring, and rebuilding Development and Alumni Affairs (AA) to:

- create a world-class fundraising capability
- ensure AA is relevant – internally and externally with alumni
- ensure Development and AA operate seamlessly and work together in the best interests of the University
- develop metrics to continuously measure and track performance of AA

Charge

- Outline the best practices for full integration of alumni affairs into a comprehensive university relations/external affairs effort
- Assess the current university wide alumni affairs organization, including structure, role, reporting, tools, resources, and staffing
- Define ways to leverage our alumni base in new ways and to increase geographic coverage of alumni activities
- Define ways to engage young alumni through new programming and the use of technological tools and social networking opportunities
- Define way to engage students with our alumni network while they are enrolled

Consultants

- Boston Consulting Group (BCG) – conducted analysis of Development and Alumni Affairs functions at best-in-class and peer institutions in these two areas
- Adrienne Rulnick - Associate Vice President of Alumni Relations and Annual Giving, George Washington University
- Scott Mory - Associate Senior Vice President, University Relations, and CEO, University of Southern California Alumni Association
- Judy Cole - Executive Vice President and CEO of the MIT Alumni Association

Dan O'Connor, Strategic Plan Update

Connecting with Alumni:

- The Tulane University **alumni directory** is on target to be released this spring. The alumni office has received a few copies of the CD version for loading. It looks good.
- The **TALL program** - *Tulane Alumni Lifelong Learning* – had as its March speaker Dr. Joel Devine. He spoke on “New Orleans and the Global Financial Crisis: Has One Disaster Mitigated Another”. Scheduled for April is Dr. Marcello Canuto from the Anthropology department.
- Plans are already well under way for **Homecoming 2010** featuring the Wave '10 All-Alumni Reunion party and the Helluva Hullabaloo student-athlete benefit auction on October 8 and Homecoming Village at the Superdome and the Wave/Army football game on October 9. All alumni are honored but the classes ending in “0” and “5” especially so.
- In February and March, the TAA **alumni clubs** organized 41 events in 24 cities. There were 10 Mardi Gras parties and 15 New Orleans Saints viewing parties. Thirty-two clubs have held events since July 1. Fifteen crawfish boils are planned, including a joint one in New York with the regional development office there on June 5.
- There are 34,807 **email addresses** on 90 alumni listservs. We have 23 club alumni Facebook pages and 16 alumni LinkedIn pages. At a recent Louisiana Saturday Night event in Austin, most of the attendees said that they had heard about the event from the Tulane Austin Facebook page.

Building and Rebuilding the TAA Image:.

- TAA Board President **Suzanne Valtierra** gave the TAA annual report to the Board of Tulane on March 18. A copy of the slide presentation is in your packets.
- The second annual **Wave of Green** tree planting program is underway. Two clubs (New Orleans and Gulf Coast) have already put some trees in the ground
- Construction is underway at the **Alumni House** and there is a large poster on the fence, explaining the project.
- The alumni website has begun publicizing the fact that Tulane alumni who are over 60 years old can take classes through the School of Continuing Studies at a **50% discount**. This is true for the New Orleans, Elmwood, Biloxi and soon-to-open Madison, MS campuses.

Developing Volunteer Leadership:

- As you will hear from the nominating committee, we had a record breaking number of **nominations** for TAA volunteer board positions and we are poised to vote in a new slate of directors at this meeting. The new members will attend orientation on the Friday afternoon of the summer board meeting.

Finding Resource Support and Funding for Programs:

- Since 2005, alumni clubs continue to organize and host events that **break even or make** money. We are a little bit in the red with events so we hope to keep reinforcing this message.
- The **insurance affinity program** (Meyer and Associates) has just contracted with Atlantis insurance to offer discounted health insurance to alumni who live and/or work in New York City.
- We are eager to reach **100% board giving** participation for fiscal year 2010. The finance committee needs your help in reaching this goal. Any amount is appreciated and can easily be made on the Tulane website. Just click on “Giving to Tulane”. So far, 18 of 31 board directors have made a gift.

Connecting with Students

- We captured email addresses for about 800 graduates at **Grad Fest** March 16-17 and we’ll be adding them to the listservs. We gave them a copy of the “life after college. explained.” book, an alumni passport, and told them about networking opportunities in their club cities, wherever they end up.
- The **Graduates Send-Off Crawfish Boil** is scheduled for Thursday, May 13. If you are in New Orleans, please come and meet our latest group of outstanding alumni. Just let the alumni office know so we’ll have plenty of food.

Committee/Task Force Reports:

- Awards Committee
 - Awards Celebration
 - Dermot McGlinchey Lifetime Achievement Award- Dr. Charles Wilson
 - Distinguished Alumna Award- The Honorable Joy Clement
 - Volunteer Award- Jill Glazer
 - Young Volunteer Award- Lizzy Berger

- Finance Committee
 - Club expenses
 - Donor Roll

- Marketing/Communications Committee
 - Facebook and LinkedIn are moving forward

- Nominating Committee
 - Recommended slate for the 2010-2011 Directors
 - Architecture: Rebecca Jeanes; Continuing Studies: Matt Coleman; Science and Engineering: Thomas Lee; Social Work: Jennifer Wellborn
 - A motion to approve the slate of Directors for July 1, 2010 was moved, seconded and approved.

- Programming Committee

- Working with the Wyle family to plan Saturday night event
- Student Outreach Committee
 - Met with Career Services about lunch for students
 - Had a focus group with students in January. The main concern with students is to have more alumni presence
- Tulane Clubs Committee
 - Clubs have been very active so far
 - 16 Mardi Gras events
 - 20 crawfish boils
 - Great club presidents meeting on yesterday
 - Permanent name tags for club presidents
- Athletics Task Force
 - Coach Dickerson resigned as the mens basketball coach. His replacement is Ed Conroy
 - Women's basketball team leads Conference USA, 26-7 and will make an appearance in the NCAA tournament. This is their first appearance since 2003
 - Lisa Stockton was named Conference USA coach of the year
- Community Outreach Task Force
 - Wave of Green activities within the clubs
 - Will plan to do Wave of Green next year
 - Matching gift
- Old Business
 - No report
- New Business
 - Charlotte presented outgoing board members with certificates. Also Charlotte presented Suzanne Valtierra with a certificate, gift and ring as the outgoing TAA President.

Closing Remarks — Suzanne Valtierra, TAA President
Regular session was adjourned at 12:00 p.m.